INFORMATION LETTER

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Raw Products Session at Convention To Feature Discussion of Mechanical Harvesting and Handling of Canning Crops

Progress and Problems in the Mechanical Harvesting and Handling of Vegetables and Fruits will be the topic for discussion at the Raw Products Technical Session at the 1962 Convention. The program will be a breakfast session Tuesday morning, January 23, at the Americana Hotel, Bal Harbour, Fla.

Representatives of the state agricultural experiment stations, the USDA Agricultural Research Service, the canning industry and the N.C.A. will participate in panel discussions reporting on progress made in current research on mechanical harvesting and handling of vegetable and fruit crops grown for processing. The discussion will cover principally tomatoes, cherries, apples, peaches and apricots. Special attention will be given to the many problems still remaining to be solved before commercial adaptation of mechanical harvesting and handling principles will be practical. Management is especially urged to attend this session which is intended to present the true status of development of mechanical harvesting procedures.

Among the participants from state and federal research agencies will be Dr. Wilbur A. Gould, professor of horticulture, Ohio State University; Dr. S. K. Ries, associate professor of horticulture, Michigan State University; E. D. Markwardt, associate professor of agricultural engineering, Cornell University; Robert C. Pearl, processing crops specialist of the University of California at Davis; and Scott Hedden, agricultural engineer with the USDA Agricultural Research Service.

Representatives from the canning industry will include Max D. Reeder, agricultural manager, H. J. Heinz Company; Win D. Tyler, secretary of the New York State Canners and Freezers Association; and Winfield Klotzbach, manager, Cherry Growers, Inc. Also, Cleve B. Denny, assistant chief, bacteriology, of the N.C.A. Washington Research Laboratory, will participate.

Public Hearing Scheduled on Mexican Farm Labor Program

A public hearing to obtain advice and suggestions on how best to implement the 1961 amendments to the Mexican farm labor program has been scheduled for December 8 in Washington, D. C., by Secretary of Labor Goldberg.

Amendments to the program which were enacted by the Congress this year (Public Law 87-345) restrict the employment of Mexican workers to temporary or seasonal work, prevent them from operating certain types of farm machinery, and require American employers to offer domestic farm workers the same "working conditions" as those offered Mexican farm workers.

The hearing will also cover the "adverse effect" clause of the law which authorizes the Mexican farm labor program. This provision states that "No workers recruited under this title shall be made available for employment in any area unless the Secretary of Labor has determined and certified that . . . the employment of such workers will not adversely affect the wages and working conditions of domestic agricultural workers similarly employed. . . ."

Persons who desire to offer suggestions on the administration of the Mexican farm labor program are invited to testify at the hearing or to submit written recommendations to the Secretary of Labor by December 8.

Packaging and Labeling Laws Are Inadequate, Hart Claims

The need for new legislation in the area of packaging and labeling practices was suggested on November 14 by Senator Hart (Mich.) who has been investigating this subject as a member of the Senate Antitrust and Monopoly Subcommittee.

"After two sets of hearings, I am now convinced that our present laws, regulations and enforcement procedures are not capable of coping with the situation," Senator Hart told a packaging engineering seminar at Baltimore. "The techniques used are too subtle; the guides and standards too ambiguous to protect and assist the consumer and manufacturer."

He added that "having determined that present rules and regulations are not adequate, I would point out that the truly difficult task is still ahead. The imagination, initiative, and flexibility of industry must be preserved. . . . How do we draft appropriate legislation without developing a strait jacket?"

Senator Hart expressed the belief that most of the recommendations that have been made to the Subcommittee require more study and thought before any action is taken on them. "We hope in our next two sets of hearings to hear from manufacturers themselves, who of course would be most directly affected by any change in present regulations. We do not intend to come to any positive conclusions until industry has had its full say," the Senator stated, "and I will welcome its ideas and comments on these proposals."

Canned Foods for School Lunch

CANNED FRUITS, VEGETABLES, JUICES

USDA announced November 22 an offer to buy canned fruits, vegetables, and juices, packed during 1961, for use in an experimental program under the National School Lunch Act.

The items and the number of cases of each on which offers are invited are: green beans 4,200, green peas 4,400, sweet potatoes 5,000, spinach 6,670, sauerkraut 4,230, tomatoes 5,620, peaches 5,220, apricots 3,831, purple plums 3,831, applesauce 5,108, grapefruit sections 6,750, blended orange and grapefruit juice 750, tomato juice 750, and dried beans in tomato sauce 5,200.

Purchases will be made on an offer and acceptance basis using funds appropriated under the National School Lunch Act. Purchases will be on the basis of delivery at the Cincinnati

Terminal Warehouse, 49 Central Ave., Cincinnati, Ohio, with all delivery charges prepaid by the contractor. All canned items are to be packed 6/10 except grapefruit sections, blended orange and grapefruit juice, and tomato juice, which are to be packed 12/No. 3 cyl.

Offers for a quantity of each item other than that specified will not be considered. Offer forms, including detailed specifications, are being mailed by USDA to canners. Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 9 a.m. EST December 5 for acceptance not later than December 12. Delivery will be required not later than December 30.

These commodities will be distributed to selected needy schools with minimum food storage and preparation facilities. Schools to participate in the program are being selected by state educational agencies. Selection is on the basis of the schools' inability to provide a lunch program because of the high proportion of children unable to pay for lunches, and the assurance of community support in providing minimum food preparation and service facilities. The experimental program was authorized by Congress.

Canned Meat Products

USDA announced November 20 plans to make a purchase of limited quantities of canned beef and canned pork for use in an experimental program under the National School Lunch Act.

USDA's Agricultural Marketing Service will buy 234,000 pounds of canned beef and 117,000 pounds of canned pork, both with natural juices. These commodities will be distributed to selected needy schools with minimum food storage and preparation facilities.

Offers will be considered only from vendors operating under federal inspection in order that the products purchased may be shipped in interstate commerce. Vendors must also be operating in compliance with provisions of the Humane Slaughter Act of 1958. The canned products must be prepared from domestically slaughtered and processed animals.

Products procured under the announcement will be prepared in accordance with Schedule BJ—"USDA Specifications for Beef, with Natural Juices, Canned"—November 1961, and Schedule PJ—"USDA Specifications for Pork, with Natural Juices, Canned"—November, 1961.

Schedule of Principal Events of the 1962 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

Friday, January 19

10:00 a.m.—N.C.A. Lawyers Group
7:00 p.m.—N.C.A. Resolutions Committee

Saturday, January 20

8:30 a.m.—N.C.A. Consumer Service Committee*
9:30 a.m.—N.C.A. Budget Committee
10:00 a.m.—C.M.&S.A Board of Directors
12:30 p.m.—N.C.A. Administrative Council
12:30 p.m.—C.M.&S.A. Board of Directors Luncheon
4:00 p.m.—Forty-Niners Annual Meeting*
5:00 p.m.—Hamilton Club
5:00 p.m.—Forty-Niners Award Ceremony*
7:00 p.m.—State Association Executives Dinner

Sunday, January 21

8:30 a.m.—N.C.A. Consumer and Trade Relations Committee*
10:00 a.m.—N.C.A. Board of Directors Executive Session
10:00 a.m.—C.M.&S.A. Annual Meeting
12:00 noon to 4:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Board Luncheon
2:30 p.m.—N.C.A. Board of Directors Executive Session (resumed)
4:30 p.m.—N.C.A. Research Smoker
4:30 p.m.—Old Guard Steering Committee
6:00 p.m.—Old Guard Reception and Banquet

Monday, January 22

8:00 a.m.—N.C.A. Fishery Products Committee*
9:00 a.m.—N.C.A. Nominating Committee
10:00 a.m.—N.C.A. Annual Meeting and Convention General Session
10:00 a.m. to 4:00 p.m.—C.M.&S.A. Exhibit
12:00 noon—N.C.A. Food Editors Conference
7:00 p.m.—Young Guard Banquet

Tuesday, January 23

8:30 a.m.—N.C.A. Research Program (breakfast)—The Federal, State and Industry Approach to Plant and Product Protection
8:30 a.m.—N.C.A. Raw Products Program (breakfast)—Progress and Problems in Mechanical Harvesting and Handling of Vegetables and Fruits
8:30 a.m.—N.C.A. Marketing Program (breakfast)—Canned Foods, the Consumer's Servant
10:00 a.m. to 4:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Procurement Committee
12:30 p.m.—N.C.A. Statistics Committee
2:00 p.m.—N.C.A. Laboratory, Research, Raw Products Special Committees*
8:00 p.m.—C.M.&S.A. Dinner Dance

Wednesday, January 24

8:30 a.m.—N.C.A. Research Program (breakfast)—Laboratory Clinic on Fill Control and Filling Equipment
8:30 a.m.—N.C.A. Marketing Program (breakfast)—What's New in Merchandising, Trade Regulation, and Advertising
8:30 a.m.—N.C.A. Fishery Program (breakfast)*
10:00 a.m. to 4:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Raw Products and Raw Products Research Committees*
12:30 p.m.—N.C.A. Scientific Research Committee*

*Changes and additions since previous publication of this schedule.

Offers either by letter or telegram should be submitted to the Livestock Division, Agricultural Marketing Service, USDA, Washington 25, D.C. They are due by 1 p.m. EST Monday, November 27. Bids must be on the basis of delivered f.o.b. warehouse, Cincinnati, Ohio, with freight prepaid. USDA acceptances will be made by telegram filed by midnight Friday, December 1. Deliveries are to be made during the period December 18 through January 6.

Details of the offers are contained in "Invitation to Bid No. 5, Announcement LSP-10," being mailed to the meat industry this week. Other interested parties who do not receive the announcement in this initial distribution may obtain copies and other information concerning the program from the Livestock Division of the Agricultural Marketing Service.

Food for Peace in Venezuela

USDA has announced the signing of an agreement with the Government of Venezuela to finance sale of up to $25 million worth of U. S. agricultural commodities through long-term dollar credits under the Food for Peace Program.

The agreement provides for delivery over a five-year period of grain and grain products, dry edible beans, dairy products, cottonseed oil and soybean oil, fruits and vegetables, and livestock products. It is expected that some of these products will be procured in canned form. The commodities made available under the agreement will be used by Venezuela in community dining halls, hospitals and other public institutions.

USDA expects to issue credit purchase authorizations to Venezuela in the near future. It is expected that purchases will be made by an agency of the Venezuelan Government through normal commercial channels in the United States.

Wisconsin Canners Association

Herbert Warner of Oconomowoc Canning Company, Oconomowoc, was elected president of the Wisconsin Canners Association at the 57th annual convention.

Clifford A. Sias, Friday Canning Corporation, New Richmond, was elected vice president; Jerome Krier, The Krier Preserving Company, Belgium, was elected treasurer; and Mark H. Mitchell, The Larsen Company, Green Bay, was elected recording secretary. Marvin P. Verhulst, Madison was continued in office as executive secretary.

Canned Fruits for Holidays

How canned fruit can add to the appeal of the holiday meat platter is the theme of an item in the release, "Extra Helpings," issued recently to 500 daily newspapers.

The columns serves to distribute short filler items on food subjects and is prepared periodically by Dudley-Anderson-Yutzy, public relations counsel for the N.C.A. Consumer and Trade Relations Program.

Use of various canned fruits in this fashion not only adds color and attractiveness to the platter, but also makes the meat taste more delicious, it is pointed out. Various selections of canned fruits and different ways of combining them are suggested.

This Week

Clementine Paddleford, food editor, featured canned tuna in her food article, "Tuna Is a Terrific Treat!", in the October 29 issue of *This Week* magazine.

Miss Paddleford says, "I would suggest a tuna fish main dish, whether for a party buffet or a family supper. Both old and young love tuna fish. Tuna is the most popular canned fish in America, yet at the turn of the century it was almost unknown.

"Perhaps the greatest reason for tuna's success is its delicate flavor. It's neutral in character and can be combined with so many foods. Last month scientists from 50 nations met for an international conference in Washington, D. C., to discuss how to feed the world better using fish. Tuna got a big hand. Canned tuna, it was noted, enjoyed the happy status of being liked and being good for you. Here is a fish lower in calories than many meats. And you can buy tuna packed in unsaturated vegetable oil or in water. Tuna is a complete protein food rich in B vitamins and many minerals and easily digested."

Recipes are given for a tuna casserole and a tuna salad. In addition to canned tuna, other canned foods used in the recipes include sliced mushrooms, pimientos, chili sauce, and catsup.

Parade

Beth Merriman, food editor, featured canned foods in her article, "A Luncheon Sandwich Loaf," in the November 5 issue of *Parade* magazine.

Miss Merriman says, "We like this new idea of making a sandwich loaf from a loaf of sliced bread. Trimming is easy, slices are uniform and the finished loaf is symmetrically handsome. Buy a 1-pound loaf of regular-sliced bread, not thin-sliced, and follow our easy directions. The fillings make a delicious flavor blend, and party guests will enjoy every luscious bite."

Three different fillings are used in the sandwich layers: canned deviled ham, tuna, and liver spread. Other canned foods used in the recipe include pimientos and ripe olives.

The article is attractively illustrated with two black and white photographs. One shows how the sandwich is made and the other shows the finished sandwich loaf.

Stocks of Canned Foods on Nov. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply 1960–61	Supply 1961–62	Canners' Stocks, Nov. 1 1960	Canners' Stocks, Nov. 1 1961	Season Shipments to Nov. 1 1960	Season Shipments to Nov. 1 1961
			(thousands of cases)					
Apples	Sept.	6/10	2,508	2,382	1,580	1,485	928	897
Applesauce	Sept.	actual	13,776	13,070	10,333	9,046	3,443	4,024
R&P cherries	July	actual	2,555	3,241	1,330	1,530	1,225	1,712
Sweet cherries	June	24/2½	754	1,189	430	793	324	396
Apricots	June	24/2½	6,770	6,607	4,167	3,621	2,603	2,986
Peaches	June	24/2½	34,703	36,271	20,206	20,097	14,497	16,174
Fruit cocktail[a]	June	24/2½	15,040	16,719	10,153	10,613	4,887	6,107
Purple plums	June	24/2½	650	1,627	354	1,149	296	478
Pineapple[b]	June	actual	19,158	21,191	11,173	13,132	7,985	8,059
Pineapple juice[b]	June	actual	14,192	14,045	7,839	8,942	6,354	5,103
Lima beans	Aug.	actual	3,851	4,404	n.a.	3,592	n.a.	812
Peas	June	actual	33,248	32,791	20,841	19,594	12,407	13,198

[a] Source: Canners League of California. [b] Source: Pineapple Growers Association of Hawaii. n.a.—not available.

N.C.A. Officers Speak on Canned Foods in Civil Defense

The value of canned foods in civil defense was the subject again this week of addresses by N.C.A. President John C. Hemingway and Executive Vice President Milan D. Smith.

Mr. Hemingway spoke on the subject at the 47th annual convention of the Pennsylvania Canners Association, and Mr. Smith covered it at the fall meeting of the Michigan Canners and Freezers Association.

The theme is that canned foods have been tested under nuclear explosion and have been found resistant to blast damage, heat effect, radioactivity and fallout, and retain their nutritive values. The point is made that canned foods have been recommended by civil defense authorities for use in shelters.

Highlights of the addresses were distributed by the N.C.A. Information Division to newspapers and radio-TV outlets in Pennsylvania and Michigan.

The N.C.A. display illustrating the year-round availability of canned foods was exhibited at the Pennsylvania meeting. The display shows 12 large photos of recipes prepared from canned foods by the N.C.A. Test Kitchen, one photo labeled for each month of the year. The display was shown first at the Canners Convention in Chicago last January.

Campbell Cites Public Service Values of the Food Container

Carlos Campbell, past Executive Secretary of N.C.A., and now serving as Economic Counsel, was a featured speaker November 8, at a seminar on "The Evolution and Future of Packaging," conducted by the New York Society of Security Analysts, where he was assigned to cover the subject of metal containers as "the largest single element of the packaging industry."

Some 400 were in the audience and the press kit distributed by the sponsors included copies of Mr. Campbell's speech; *The Canning Industry*, the basic brochure produced and distributed by the N.C.A. Information Division, and reprints of the article from the New York *Journal of Commerce*, entitled "Automated Headache," which analyzes the price advantage to housewives of receiving packages filled by canning industry automation.

Mr. Campbell outlined the great public service performed by the food can. "The welfare of almost everyone of the 180 million people of the nation depends to some degree on the use of the tin can. In a year's time its use amounts to about 250 units per person. The fact that the tin can has been the principal processed food container for more than 150 years is probably the best evidence that it has satisfied the consumer," he stated. As to its economic importance he cited the fact that only two industries regularly use more steel than is required to make metal containers, and that only five other nations produced as much steel in 1960 as was used to make metal containers in the U.S.A.

"The choice to use so much of our natural resources for the comfort and convenience of the consumer is a voluntary one, consumer demand being the controlling factor. In Russia the choice of how much of its natural resources and labor may be devoted to production of consumer goods is a decision made only by the state."

He outlined the service of the container as an actual pressure cooker, since it is so engineered as to perform this extra service, as well as to function similarly in the change from the high temperature of the process to the lower temperature of storage. Its service through the various exactions of transportation and rough handling, display on the retailer's shelf, shelf life, and life in the consumer's home, was detailed. "This satisfactory use of the tin container for processing, storage, etc., of canned foods is the result of many years of research," he stated.

Having pointed out the stellar performance of the tin food container in its channels of production, distribution, storage, marketing and at the consumer's table, Mr. Campbell then cited its great value in these days of potential atomic attack.

Raw Products Research Group Reviews Status of Research

Eastern and midwestern members of the N.C.A. Raw Products Research Committee met in Milwaukee last week for their annual meeting. Seventeen members of the Committee, as well as A. C. Moll, Chairman of the Raw Products Committee, were on hand for the meeting held the afternoon of November 14 and the morning of November 15.

Reports were given by vegetable project leaders covering work on precision planters, seed quality, breeding, pea and bean harvesting, and tomatoes. Fruit research discussed included mechanical harvesting and handling, apple bitter pit, breeding, raw product quality evaluation, pear decline, and rootstocks. Reports on progress made this year and discussion of next year's plans were of primary concern. Committee members interested in fruit had the opportunity to evaluate canned samples of newly introduced varieties and promising selections of cling and freestone peaches from breeders in Michigan, New Jersey and Virginia, as well as pears from the USDA. Plans for the Raw Products program at the forthcoming N.C.A. Convention were also discussed.

Following the R.P.R.C. meeting were sessions of the National Pea Improvement Association and the Bean Improvement Cooperative. These programs November 15-16 included reports and discussions of research on breeding and production of peas and beans, problems in seed quality, seed storage, disease resistance, development of new varieties, cultural practices in their relation to raw product and finished product quality, etc. Technical and research workers from the processing industry, the seed trade, and federal and state experiment stations were in attendance.

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